



Michigan Campaign to End Homelessness Community Building and Communications Workgroup Action Plan

- Strategy:** Comes directly from the strategies included in the Workgroup Charter.
- Action:** What is the work to be done? Break down to a meaningful level of detail, including tasks and subtasks.
- Assignment:** What person will have lead responsibility? Who will contribute to the work?
- Milestones:** What are the deliverables or markers along the way that will guide progress?
- Timelines:** What are the start and end dates for each item?
- Outcomes:** What will change as a result of the work? List short-term (1-6 months), medium-term (7-18 months), and long-term (more than 18 months). These time frames align with the initial two-year charter of the statewide workgroups.

Strategy #1: *External Communication.* Develop and implement effective communication strategies about the positive impact of supportive housing and other housing opportunities on local, state, and national investments in a variety of areas as well as on the lives of the tenants by working with all stakeholders. This strategy focuses on information sharing in a manner that helps build public support. “External communication” refers to communication beyond the Departmental Resource Team (DRT), Statewide Workgroups, and Regional Council leadership, to include: the media, legislators, Continuums of Care, regional and local representatives and organizations.

Action	Assignment	Timelines	Completion	Outcomes (Short-, Medium-, and Long Term)
<p>1.1 Inventory relevant key organizations, their current statewide communication networks, and their key ambassadors and champions among federal, state, and local leaders.</p> <p>1.1.1 Define relevant organizations—public, nonprofit, and private. Look for state, regional, and local connections (e.g., CSH, MSHDA, Housing Council, Habitat, MDRC, Community Collaborative, CEDAM, United Way, MCAH, and faith-based groups).</p> <p>1.1.2 Assess whether there is statewide coverage.</p>	<p>Erin (lead)</p> <p>Nichole</p> <p>Kathy</p> <p>Beverley</p> <p>Jerrie Lynn</p>	<p>December 15, 2008</p>	<p><input checked="" type="checkbox"/> 12/15/08</p> <p>Date</p>	<p>Short-term: Report produced to present findings of inventory within 60 days.</p> <p>Medium-term: Group will make recommendation based on results.</p>

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Action	Assignment	Timelines	Completion	Outcomes (Short-, Medium-, and Long Term)
<p>1.2 Develop a plan for statewide coordinated communication. This plan will take into account the learning from Action 1.1.</p> <p>1.2.1 This will include “who, what, when, how, how long, why” and key talking points.</p> <p>1.2.2 It will also recommend the development of a network of allies or champions with e-mail addresses who can, on short notice, carry key messages to their communities and networks.</p> <p>1.2.3 Determine who is responsible for the network.</p>	<p>Judy (lead)</p> <p>Connie</p> <p>Bill</p> <p>Charlie</p> <p>Gary</p>	<p>June 1, 2009</p>	<p><input type="checkbox"/> _____</p> <p>Date</p>	<p>Short-term: Plan delivered on schedule.</p>
<p>1.3 Recommend statewide coordinated communications plan to DRT.</p> <p>1.3.1 Ask DRT to engage public information officers of each organization to review the plan.</p> <p>1.3.2 Assist with the execution of the plan. This will include development of “how-to” materials for use by Regional Councils.</p> <p>1.3.3 Communicate regularly with DRT about implementation (ongoing task).</p>	<p>Erin</p>	<p>1.3: June 17, 2009 DRT Meeting (ongoing)</p> <p>1.3.2: August 31, 2009</p> <p>1.3.3: Ongoing</p>	<p><input type="checkbox"/> _____</p> <p>Date</p>	<p>DRT receives recommended plan on June 17, 2009.</p> <p>DRT members to review, and as necessary, consult with their public information officers and approve.</p> <p>How-to materials developed and distributed.</p>

Strategy #2: *Internal Communication.* Increase awareness of supportive services and other housing opportunities among target audiences through pro-active engagement with other DRT statewide workgroups and foster communication among those workgroups. “Internal communication” refers to communication among the DRT, Statewide Workgroups, and Regional Council leadership.

Action	Assignment	Timelines	Completion	Outcomes (Short-, Medium-, and Long Term)
<p>2.1 Develop a specific plan for communication among statewide workgroups</p> <p>2.1.1 Create monthly newsletter that would push people to the Web site that provides updates on workgroup actions.</p> <p>2.1.2 Design ideas for Web site itself, including a place where minutes and documents are posted, links to regions, and discussion areas for workgroups and DRT.</p> <p>2.1.3 Establish regular communication with Pace and Partners.</p>	<p>Mike (lead) Connie Mary Lou</p>	<p>TBA (entire plan)</p> <p>January 15, 2009</p> <p>Review of sitemap: TBA Review of beta version: TBA</p> <p>2.1.3: December 1, 2008</p>	<p><input type="checkbox"/> _____ Date</p> <p><input checked="" type="checkbox"/> <u>12/15/08</u> Date</p> <p><input type="checkbox"/> _____ Date</p> <p><input type="checkbox"/> _____ Date</p> <p><input checked="" type="checkbox"/> <u>12/01/08</u> Date</p>	<p>Short-term: Complete the plan.</p> <p>Medium-term: Submission to DRT for review and approval.</p>
<p>2.2 Implement communication plan in Action 2.1</p>	<p>(Same as above)</p>	<p>TBD</p>	<p><input type="checkbox"/> _____ Date</p>	<p>TBD, based on plan that is developed.</p>

Strategy #3: *Planning*. Increase effectiveness of state and local planning and build public and political support for ending homelessness through more fully aligned state and local collaboration.

Action	Assignment	Timelines	Completion	Outcomes (Short-, Medium-, and Long Term)
3.1 Provide sample strategies for building political support (find and distribute). Facilitate flow of this info from the State reps to the regional councils and down to Continuums of Care.	Beverley (lead) Gary	September 30, 2009	<input type="checkbox"/> _____ Date	Short-Term: Sample strategies developed. Medium-Term: Distribution completed through the CTEH structure. Long-Term: Use of materials reported to task group and by the task group to the DRT.
3.2 Provide sample documents such as benchmark reports for local use (data on state of homelessness, Denver study, looking to other communities, letters to the editor, identification of key legislators by region, etc). Facilitate flow of this info from the State reps to the regional councils and down to Continuums of Care.	(same as above)	Fall 2009	<input type="checkbox"/> _____ Date	Short-Term: Sample documents identified. Short-Term: Samples adapted and refined as necessary. Medium-Term: Distribution completed through the CTEH structure. Long-Term: Use of materials reported to task group and by the task group to the DRT.
3.3 Coordinate strategy with DRT 3.3.1 Develop written plan to get the member agencies of DRT aligned to build public and political support. 3.3.2 Show active, visible participation by DRT member orgs in implementation of the strategy.	(same as above)	Fall 2009	<input type="checkbox"/> _____ Date	Short-Term: Plan developed and approved by DRT. Medium-Term: DRT organizations begin implementing the plan. Long-Term: Workgroup reports to the CTEH through the monthly eNewsletter about progress through the DRT organizations.